

Fashion TRENDS

Faux Shearling As A Fashion Favorite

(NAPSA)—When is the imitation more desirable than the real thing? When it's faux shearling, say fashionistas.

Shearling is the hide of a sheep, usually with the sheared wool coat as a lining. Shearling has been a mainstay of high-end fashion, but the latest innovations translate this upscale look into styles that are more affordable, more versatile—and even easier to care for.

There's faux shearling, which captures the feel of the real by bonding suede with a woolly lining. Also on the rise are all-synthetic simulated shearlings—nicknamed “faux-faux” by fashion insiders. These insiders say the imitations often look as realistic as the real thing, but offer extra advantages.

“Technological improvements allow us to make shearlings that are lighter in weight and more supple, giving added comfort and freedom in design,” said Stuart Pollack, president of Bernardo Fashions. “Another advantage is that tradi-



It's no snow leopard. It just looks like it. What's more, this beautiful jacket is machine washable.

tional shearlings are easily stained and require special care, while Bernardo's are machine-washable and machine-dryable. They even come backed by an exclusive endorsement by Woolite™ fabric wash.”

The current love affair with faux shearling that began last winter has now evolved into a major trend with many variations, with faux fur accents replacing classic shearling in some designs. This season's freshest takes on the trend make no attempt to look real—from distressed looks to snow leopard spots and rich tapestry patterns. Bernardo's shearling prints include overscaled paisleys, exuberant wallpaper florals, snakeskin prints and a patchwork effect.

These fresh faux looks are part of a whole superfashion movement of clothes that do more—including outerwear and sportswear in machine washable suede, leather and wool/cashmere.

Learn more at www.bernardofashions.com.



Shear delight: faux shearling is really riding high in Bernardo's washable zip-front hipster.